

TRAVEL AND TOURISM

Levels:	Grade 10-12
Unit of Credit:	1 Semester (.5)
CIP Code:	08.0901
Prerequisites:	None

COURSE DESCRIPTION

The Travel and Tourism course provides the student with an understanding of one of the largest industries in the world. Specific applications include the evolution of the tourism industry, destination geography, airlines, international travel, travel by rail, car rentals, cruising, hospitality industry, tours, meetings, and marketing & sales. Students taking marketing classes should have the opportunity to participate in the DECA Organization (student marketing leadership organization). DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARD – 08.0901.01 - The student will develop an understanding of the importance of the Travel, Tourism, and Hospitality Industry and how it affects countries and people.

OBJECTIVES

08.0901.0101 - Understand the structure of the travel and tourism industry. (Introduction)

- Learn how travel has evolved through the years
- Learn the importance of infrastructure
- Develop an understanding of the importance of marketing in the travel and tourism industry
- Recognize the changing world of travel

08.0901.0102 – Explore places and people around the world. (Chapter 1)

- Explain the geographic needs of the travel, tourism, and hospitality industry.
- Understand how to find travel information
- Demonstrate geographical knowledge of the U.S.
- Discuss how weather impacts the travel world

STANDARD – 08.0901.02 - The student will explore the different forms of transportation used in both domestic and international travel.

OBJECTIVES

08.0901.0201 – Acquire knowledge about the North American Aviation System (Chapter 2)

- Understand the evolution of the aviation industry
- Understand the difference between airline classifications
- Identify how the hub and spoke system works
- Know airline and city codes
- Identify the differences between flights and journeys
- Identify the air travel process

08.0901.0202 – Acquire knowledge of airports throughout the world (Chapter 3)

- Categorize airport design
- Describe the major functions of airport management
- Identify major aircraft in use
- Discuss aircraft seat comfort
- Describe the boarding process
- Describe airport security

08.0901.0203 – Discover the excitement of international travel (Chapter 4)

- Identify difference between domestic and international travel
- Detail the documentation needed for travel abroad
- Identify travelers' health concerns
- Discuss U.S. Customs
- Demonstrate knowledge of foreign currency
- Discuss international airlines

08.0901.0204 – Understand the benefits of rail travel (Chapter 5)

- Understand the history of rail travel
- Contrast train service in the U.S. with that of other countries
- Become familiar with international train routes

08.0901.0205 – Understand the aspects of the car rental business (Chapter 6)

- Recognize the contribution the automobile and highway systems make to the travel, tourism, and hospitality industry
- Identify major car-rental companies
- Explain the customer qualifications needed for car rental

08.0901.0206 – Recognize the growing cruising industry (Chapter 7)

- Discover life aboard a ship
- Explore different cruising areas around the world
- Identify principal cruise lines
- Demonstrate knowledge of the cruising industry

STANDARD – 08.0901.03 - The student will develop an understanding of the lodging industry, touring industry, and meetings/conventions.

OBJECTIVES

08.0901.0301 – Recognize important aspects of the hospitality and lodging industry (Chapter 8)

- Discuss the evolution of the modern hotel
- Classify hotel types
- Describe hotel organization
- List variables that affect room rate

08.0901.0302 – Discover the touring industry (Chapter 9)

- Learn about the evolution of the touring industry
- Discover different tour areas throughout the world
- Identify touring regulations
- Describe parts of the development of the tour

08.0901.0303 – Understand the importance of meetings to the tourism industry (Chapter 10)

- Describe the evolution of the modern meeting
- Explain why meetings are important to the travel, tourism, and hospitality industry.

- Identify potential meeting sites

STANDARD – 08.0901.04 - The student will see the importance of marketing in the tourism industry

OBJECTIVES

08.0901.0401 – Understand the importance of marketing and how it is part of the travel and tourism industry (Chapter 11)

- Summarize the marketing concept
- Identify how sales affect the tourism industry
- Describe the steps of sales

PERFORMANCE OBJECTIVES

Students are required to complete the following performance objective:

PO-01 Geography

Students are also required to complete two of the following four performance objectives:

PO-02 Travel Itinerary

PO-03 Senior Trip

PO-04 Country Report

PO-05 Brochure

PERFORMANCE OBJECTIVE DETAILED EXPLANATION

Performance Objective PO-01

Geography (Required)

Demonstrate geographical knowledge of the U.S. by identifying the location of U.S. states and their capitals on a map.

Performance Objective PO-02

Travel Itinerary

Demonstrate your knowledge of travel arrangements by creating an itinerary for people to travel through Utah for one week.

Performance Objective PO-03

Senior Trip

Demonstrate your knowledge of travel arrangements by creating a senior trip for you and a group of your friends to take a senior trip for one week.

Performance Objective PO-04

Country Report

Demonstrate knowledge of a foreign country by writing a report about a specific country, and their tourism industry.

Performance Objective PO-05

Brochure

Produce a brochure promoting Utah.

REFERENCE MATERIALS

Textbook: Viewpoint: An Introduction to Travel, Tourism, and Hospitality, 4th edition, Nona Starr. Prentice Hall. ISBN 0-13-098787-5